

THAT WHICH IS CLAIMED IS:

1. A method of registering wireless device users in a direct marketing campaign, comprising:  
providing content within a display of a wireless device, wherein the content includes a portion that is responsive to user activation and that displays an identification of a direct marketing campaign, and wherein the content portion, responsive to user activation, is configured to register a user to receive one or more communications from the direct marketing campaign;

obtaining user identification information and direct marketing campaign identification information in response to user activation of the content portion, wherein the user identification includes a communication address where the user can receive communications from the direct marketing campaign via the wireless device; and

registering the user in the identified direct marketing campaign in response to obtaining user identification information.

2. The method of Claim 1, wherein obtaining user identification information comprises extracting user identification information from an HTTP header associated with a user request generated in response to user activation of the content portion.

3. The method of Claim 1, wherein an interactive form associated with the content portion is displayed within the wireless device display, and wherein obtaining user identification information comprises retrieving information provided by the user in the interactive form.

4. The method of Claim 1, wherein obtaining user identification information comprises parsing information within a clickthrough URL associated with the content portion.

5. The method of Claim 1, wherein obtaining direct marketing campaign identification information comprises parsing information within a clickthrough URL associated with the content portion.

6. The method of Claim 1, wherein the communication address comprises an email address.

7. The method of Claim 1, wherein the communication address comprises a telephone number.

8. The method of Claim 1, wherein the content portion comprises an advertisement.

9. A direct marketing method for users of wireless devices, comprising:

providing content within a display of a wireless device, wherein the content includes a portion that is responsive to user activation and that displays an identification of a direct marketing campaign, and wherein the content portion, responsive to user activation, is configured to register a user to receive one or more communications from the direct marketing campaign;

obtaining user identification information and direct marketing campaign identification information in response to user activation of the content portion, wherein the user identification includes a communication address where the user can receive communications from the direct marketing campaign via the wireless device; registering the user in the identified direct

marketing campaign in response to obtaining user identification information; and

20            sending a communication from the direct marketing campaign to the user at the communication address.

10. The method of Claim 9, wherein the communication includes a portion that is responsive to user activation and that identifies the direct marketing campaign, wherein the communication portion is configured  
5            to unregister the user from the direct marketing campaign in response to user activation of the communication portion, and wherein the method further comprises:

10            obtaining user identification information and direct marketing campaign identification information in response to user activation of the communication portion;  
                 and

15            unregistering the user from the direct marketing campaign in response to obtaining user identification information and direct marketing campaign identification information.

11. The method of Claim 9, wherein obtaining user identification information comprises extracting user identification information from an HTTP header associated with a user request generated as a result of user  
5            activation of the content portion.

12. The method of Claim 10, wherein obtaining user identification information comprises extracting user identification information from an HTTP header associated with a user request generated as a result of user  
5            activation of the communication portion.

13. The method of Claim 9, wherein an interactive form associated with the content portion

is displayed within the wireless device display, and wherein obtaining user identification information  
5 comprises retrieving information provided by the user in the interactive form.

14. The method of Claim 10, wherein an interactive form associated with the communication portion is displayed within the wireless device display, and wherein obtaining user identification information  
5 comprises retrieving information provided by the user in the interactive form.

15. The method of Claim 9, wherein obtaining direct marketing campaign identification information comprises parsing information within a clickthrough URL associated with the content portion.

16. The method of Claim 10, wherein obtaining direct marketing campaign identification information comprises parsing information within a clickthrough URL associated with the communication  
5 portion.

17. The method of Claim 9, wherein the communication address includes a user email address.

18. The method of Claim 9, wherein the communication address includes a user telephone number.

19. The method of Claim 9, wherein the content portion comprises an advertisement.

20. The method of Claim 10, wherein the communication portion comprises an advertisement.

21. A computer program product that registers wireless device users in direct marketing campaigns, the computer program product comprising a computer usable storage medium having computer readable program code embodied in the medium, the computer readable program code comprising:

computer readable program code that provides content within a display of a wireless device, wherein the content includes a portion that is responsive to user activation and that displays an identification of a direct marketing campaign, and wherein the content portion, responsive to user activation, is configured to register a user to receive one or more communications from the direct marketing campaign;

computer readable program code that obtains user identification information and direct marketing campaign identification information in response to user activation of the content portion, wherein the user identification includes a communication address where the user can receive communications from the direct marketing campaign via the wireless device; and

computer readable program code that registers the user in the identified direct marketing campaign in response to obtaining user identification information.

22. The computer program product of Claim 21, wherein computer readable program code that obtains user identification information comprises computer readable program code that extracts user identification information from an HTTP header associated with a user request generated in response to user activation of the content portion.

23. The computer program product of Claim 21, wherein an interactive form associated with the content portion is displayed within the wireless device display,

10017353-121401

5 and wherein computer readable program code that obtains  
user identification information comprises computer  
readable program code that retrieves information provided  
by the user in the interactive form.

24. The computer program product of Claim 21,  
wherein computer readable program code that obtains user  
identification information comprises computer readable  
program code that parses information within a  
5 clickthrough URL associated with the content portion.

25. The computer program product of Claim 21,  
wherein computer readable program code that obtains  
direct marketing campaign identification information  
comprises computer readable program code that parses  
5 information within a clickthrough URL associated with the  
content portion.

26. The computer program product of Claim 21,  
wherein the communication address comprises an email  
address.

27. The computer program product of Claim 21,  
wherein the communication address comprises a telephone  
number.

28. The computer program product of Claim 21,  
wherein the content portion comprises an advertisement.

29. A direct marketing computer program  
product for users of wireless devices, the computer  
program product comprising a computer usable storage  
medium having computer readable program code embodied in  
5 the medium, the computer readable program code  
comprising:

computer readable program code that provides

10017355.121401

content within a display of a wireless device, wherein the content includes a portion that is responsive to user activation and that displays an identification of a direct marketing campaign, and wherein the content portion, responsive to user activation, is configured to register a user to receive one or more communications from the direct marketing campaign;

computer readable program code that obtains user identification information and direct marketing campaign identification information in response to user activation of the content portion, wherein the user identification includes a communication address where the user can receive communications from the direct marketing campaign via the wireless device;

computer readable program code that registers the user in the identified direct marketing campaign in response to obtaining user identification information; and

computer readable program code that sends a communication from the direct marketing campaign to the user at the communication address.

30. The computer program product of Claim 29, wherein the communication includes a portion that is responsive to user activation and that identifies the direct marketing campaign, wherein the communication portion is configured to unregister the user from the direct marketing campaign in response to user activation of the communication portion, and wherein the computer program product further comprises:

computer readable program code that obtains user identification information and direct marketing campaign identification information in response to user activation of the communication portion; and

computer readable program code that unregisters the user from the direct marketing campaign in response

15 to obtaining user identification information and direct  
marketing campaign identification information.

31. The computer program product of Claim 29,  
wherein computer readable program code that obtains user  
identification information comprises computer readable  
program code that extracts user identification  
5 information from an HTTP header associated with a user  
request generated as a result of user activation of the  
content portion.

32. The computer program product of Claim 30,  
wherein computer readable program code that obtains user  
identification information comprises computer readable  
program code that extracts user identification  
5 information from an HTTP header associated with a user  
request generated as a result of user activation of the  
communication portion.

33. The computer program product of Claim 29,  
wherein an interactive form associated with the content  
portion is displayed within the wireless device display,  
and wherein computer readable program code that obtains  
5 user identification information comprises computer  
readable program code that retrieves information provided  
by the user in the interactive form.

34. The computer program product of Claim 30,  
wherein an interactive form associated with the  
communication portion is displayed within the wireless  
device display, and wherein computer readable program  
5 code that obtains user identification information  
comprises computer readable program code that retrieves  
information provided by the user in the interactive form.

35. The computer program product of Claim 29,

10017355-121401



wherein computer readable program code that obtains direct marketing campaign identification information comprises computer readable program code that parses  
5 information within a clickthrough URL associated with the content portion.

36. The computer program product of Claim 30, wherein computer readable program code that obtains direct marketing campaign identification information comprises computer readable program code that parses  
5 information within a clickthrough URL associated with the communication portion.

37. The computer program product of Claim 29, wherein the communication address includes a user email address.

38. The computer program product of Claim 29, wherein the communication address includes a user telephone number.

39. The computer program product of Claim 29, wherein the content portion comprises an advertisement.

40. The computer program product of Claim 30, wherein the communication portion comprises an advertisement.

41. A system that registers wireless device users in direct marketing campaigns, comprising:

means for providing content within a display of a wireless device, wherein the content includes a portion  
5 that is responsive to user activation and that displays an identification of a direct marketing campaign, and wherein the content portion, responsive to user activation, is configured to register a user to receive

10 one or more communications from the direct marketing  
campaign;  
means for obtaining user identification  
information and direct marketing campaign identification  
information in response to user activation of the content  
portion, wherein the user identification includes a  
15 communication address where the user can receive  
communications from the direct marketing campaign via the  
wireless device; and  
means for registering the user in the  
identified direct marketing campaign in response to  
20 obtaining user identification information.

10017355.121401  
5 42. The system of Claim 41, wherein means for  
obtaining user identification information comprises means  
for extracting user identification information from an  
HTTP header associated with a user request generated in  
response to user activation of the content portion.

5 43. The system of Claim 41, wherein an  
interactive form associated with the content portion is  
displayed within the wireless device display, and wherein  
means for obtaining user identification information  
comprises means for retrieving information provided by  
the user in the interactive form.

44. The system of Claim 41, wherein means for  
obtaining user identification information comprises means  
for parsing information within a clickthrough URL  
associated with the content portion.

5 45. The system of Claim 41, wherein means for  
obtaining direct marketing campaign identification  
information comprises means for parsing information  
within a clickthrough URL associated with the content  
portion.

46. The system of Claim 41, wherein the communication address comprises an email address.

47. The system of Claim 41, wherein the communication address comprises a telephone number.

48. The system of Claim 41, wherein the content portion comprises an advertisement.

49. A direct marketing system for users of wireless devices, comprising:

means for providing content within a display of a wireless device, wherein the content includes a portion that is responsive to user activation and that displays an identification of a direct marketing campaign, and wherein the content portion, responsive to user activation, is configured to register a user to receive one or more communications from the direct marketing campaign;

means for obtaining user identification information and direct marketing campaign identification information in response to user activation of the content portion, wherein the user identification includes a communication address where the user can receive communications from the direct marketing campaign via the wireless device;

means for registering the user in the identified direct marketing campaign in response to obtaining user identification information; and

means for sending a communication from the direct marketing campaign to the user at the communication address.

50. The direct marketing system of Claim 49, wherein the communication includes a portion that is responsive to user activation and that identifies the

5 direct marketing campaign, wherein the communication  
portion is configured to unregister the user from the  
direct marketing campaign in response to user activation  
of the communication portion, and wherein the direct  
marketing system further comprises:

10 means for obtaining user identification  
information and direct marketing campaign identification  
information in response to user activation of the  
communication portion; and

15 means for unregistering the user from the  
direct marketing campaign in response to obtaining user  
identification information and direct marketing campaign  
identification information.

51. The direct marketing system of Claim 49,  
wherein means for obtaining user identification  
information comprises means for extracting user  
identification information from an HTTP header associated  
5 with a user request generated as a result of user  
activation of the content portion.

52. The direct marketing system of Claim 49,  
wherein means for obtaining user identification  
information comprises means for extracting user  
identification information from an HTTP header associated  
5 with a user request generated as a result of user  
activation of the communication portion.

53. The direct marketing system of Claim 49,  
wherein an interactive form associated with the content  
portion is displayed within the wireless device display,  
and wherein means for obtaining user identification  
5 information comprises means for retrieving information  
provided by the user in the interactive form.

54. The direct marketing system of Claim 50,

wherein an interactive form associated with the communication portion is displayed within the wireless device display, and wherein means for obtaining user  
5 identification information comprises means for retrieving information provided by the user in the interactive form.

55. The direct marketing system of Claim 49, wherein means for obtaining direct marketing campaign identification information comprises means for parsing information within a clickthrough URL associated with the  
5 content portion.

56. The direct marketing system of Claim 50, wherein means for obtaining direct marketing campaign identification information comprises means for parsing information within a clickthrough URL associated with the  
5 communication portion.

57. The direct marketing system of Claim 49, wherein the communication address includes a user email address.

58. The direct marketing system of Claim 49, wherein the communication address includes a user telephone number.

59. The direct marketing system of Claim 49, wherein the content portion comprises an advertisement.

60. The direct marketing system of Claim 50, wherein the communication portion comprises an advertisement.